

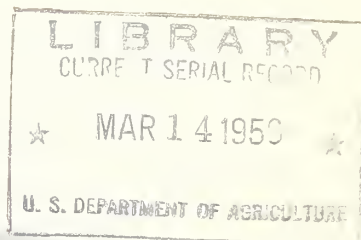
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# *Household Purchases of*



**BUTTER**

**CHEESE**

**MARGARINE**

**NONFAT DRY MILK SOLIDS**

*by Family  
Characteristics*

**APRIL - SEPT. 1955  
WITH COMPARISONS**

**UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE WASHINGTON, D.C.  
HPD-20**

**March 1956**

## PREFACE

This report summarizes data on household purchases of butter, cheese, nonfat dry milk solids, and margarine during the 6-month period April-September 1955. For butter and margarine, comparable data are presented for April-September, 1947, 1953, and 1954, while for cheese and nonfat dry milk solids comparisons are available for April-September 1954. This supplements the series of monthly reports which indicate for the United States the current movement of the specified products into household channels and quarterly reports which give breakdowns by regions and type of retail sales outlet.

The data presented herein were obtained from the National Consumer Panel of the Market Research Corporation of America under contract with the U. S. Department of Agriculture. This work is financed by the U. S. Department of Agriculture and by the dairy industry through the American Dairy Association under terms of a cooperative project. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA Title II).

The data covering April-September 1954 and April-September 1955 are based on reports from a representative nationwide sample of approximately 5,800 families. Additional data for butter and margarine only covering April-September 1953 and April-September 1947 were based on samples of 4,300 and 3,400 families, respectively. It is felt that the changes in rates of consumption as well as the indicated patterns in all four time periods are, within reasonable limits, accurate.

The estimates in this report are based on purchases for consumption by household consumers, and do not reflect volume purchased by restaurants, hotels, hospitals, or other institutional outlets.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, CHEESE,  
NONFAT DRY MILK SOLIDS, AND MARGARINE  
April-September 1955, With Comparisons

By Family Characteristics, Regions, and Size of Community

The data in this report are based on estimates of purchases by household consumers only. The data do not include purchases for or by restaurants, hotels, hospitals, or other institutional outlets. Data in this report are for a 6-month period (26 weeks) in order to permit comparisons between periods of equal length.

INTRODUCTION

This report presents household purchase data and related information for butter, cheese, nonfat dry milk solids, and margarine primarily on the basis of family characteristics but also by regions and size of community. For butter and margarine, data are available for the 6-month periods of April-September, 1947, 1953, and 1954, for comparison with April-September 1955. The data on cheese and nonfat dry milk solids are presented for April-September 1954 and April-September 1955 only.

The purpose of this report is to provide the dairy industry with more complete information on changes in and patterns of consumption for the specified products by family characteristics such as income, education, occupation, age of housewife, presence of children, and size of family. Particular emphasis in the text is placed on the highlights of per capita purchase rates for the various products, although data are available on percentage of all families buying, prices paid, and frequency of and average size of purchase per buying family.

SUMMARY

Butter and Margarine: Generally, small increases occurred from April-September 1954 to April-September 1955 in household purchases of butter and margarine. The family groups which showed the largest increase in use of butter from 1954 to 1955 were high-income families, professional and executive workers, households with children of school age, homes with housewives 45 years of age or over, and small-size families. The family groups which reported the largest gain in per capita purchase rates of margarine from 1954 to 1955 were large-size families, homes with younger housewives, households headed by farmers, and households whose head had less than a college education.

The consumption pattern for both butter and margarine by family characteristics was approximately the same in April-September 1955 as in the same periods of 1947, 1953, and 1954, although consumption of butter

was lower in 1955 than in 1947 while consumption of margarine was higher in all family classes. In 1955, as in prior years, upper income families tended to use the most butter while low-income families were the largest users of margarine. Families with older housewives used more butter and more margarine than did other families. Per capita usage of butter and of margarine tended to fall off as size of family increased.

Household purchases of butter were reported about 5 percent higher during April-September 1955 than a year earlier while over the same period household purchases of margarine were up about 7 percent. These gains occurred for most family groups and were associated with a slight increase in the percentage of all families buying both products. In addition, consumers in this survey reported slightly higher prices for butter during April-September 1955 than in the corresponding 6 months of 1954, but they indicated paying less for margarine over the same period. Those families buying butter and those buying margarine indicated a slightly higher total volume of purchases in April-September 1955 than in April-September 1954. Families buying butter also reported buying more frequently, but households buying margarine reported a lower frequency of purchase.

The increase in butter purchases for April-September 1955 over a year earlier was continued in October, November, and December, as indicated by more recent monthly reports. Butter purchases for household use in the last quarter of 1955 were 4 percent greater than in the last quarter of 1954. On the other hand, household purchases of margarine during October-December 1955 were reported as almost 2 percent smaller than in October-December 1954 in contrast to the 7 percent increase shown for April-September 1955 over the corresponding period in 1954.

Nonfat Dry Milk Solids: Home purchases of nonfat dry milk solids showed substantial gains for most family characteristic groups from April-September 1954 to April-September 1955. The 22 percent overall gain in per capita purchases of nonfat dry milk solids was associated with a 17 percent gain in the percentage of all families buying. This occurred despite higher prices than a year earlier.

The most noticeable gains in per capita purchases from April-September 1954 to April-September 1955 were reported by families with college-trained persons as head of household, by homes headed by professional, executive, and clerical sales people, and by homes with younger housewives.

Per capita purchases of nonfat dry milk solids in April-September 1955 were highest in households headed by college-trained persons, in homes of professional and clerical people, in those with no children, in those with the older housewives, and in small-size families. This was also true for April-September 1954.

Cheese: Household purchases of natural cheese products were higher in April-September 1955 than in the same period of 1954, while purchases of processed cheese products, excluding spreads, were lower. Cottage cheese purchases were about the same in both periods.



The most important gain in volume for natural cheese was in the American-type. The largest increase for the natural American-type cheese from 1954 to 1955 by family characteristics was in homes in the highest economic class, in homes with no children, in households with housewives 45 years of age or over, and in 1-and 2-member families. The gain shown for natural American cheese was accompanied by increases in purchases of natural Swiss and cream cheese by families in the highest economic grouping and to a lesser extent by families with housewives 45 years of age and over and by families without children.

All family divisions indicated declines from 1954 to 1955 for processed cheese foods. Some of the largest declines in the cheese food categories took place among high-income families and among families with young children. For cheese spreads, family groups generally showed increases except for those without children and small-size families.

Changes in purchase rates per capita for cottage cheese were generally downward from April-September 1954 to April-September 1955, but the declines were small. There was one outstanding **exception** to this general picture; namely, high-income families, for whom a noticeable gain from a year earlier was reported.

Some of the more noticeable patterns of cheese buying in April-September 1955, which were similar to those of a year earlier, were the tendency for higher income families to buy more natural cheese and processed cheese (excluding foods and spreads) and the higher purchase levels for most cheese types by households headed by older housewives, by households with no children, and by small-size family groups.

#### Family Characteristics Related to Butter and Margarine Purchases

Families in the upper income groups again reported larger per capita purchases of butter during April-September 1955 than those in the lower income groups, which made greater use of margarine. For butter, compared to the preceding 2 years, there was some widening of the difference between the purchase rate for high-income families and those in the 3 other income classifications. For margarine, the differences between the 4 income classifications in per capita purchase rates during April-September 1955 were relatively the same as in the other periods surveyed (tables 1 and 5).

Increases were indicated in butter and margarine purchase rates among income groups from April-September 1954 to April-September 1955. In April-September 1955, compared with a year earlier, household purchases of butter per capita were reported as 8 and 6 percent larger, respectively, in the highest and lowest income groups, while the two middle-income groups reported small increases--less than 2 percent. For margarine, families in all income groups indicated increases in per capita purchases during April-September 1955 from April-September 1954--ranging from 5 percent for low-income families to 9 percent for high-income families (figure 1).

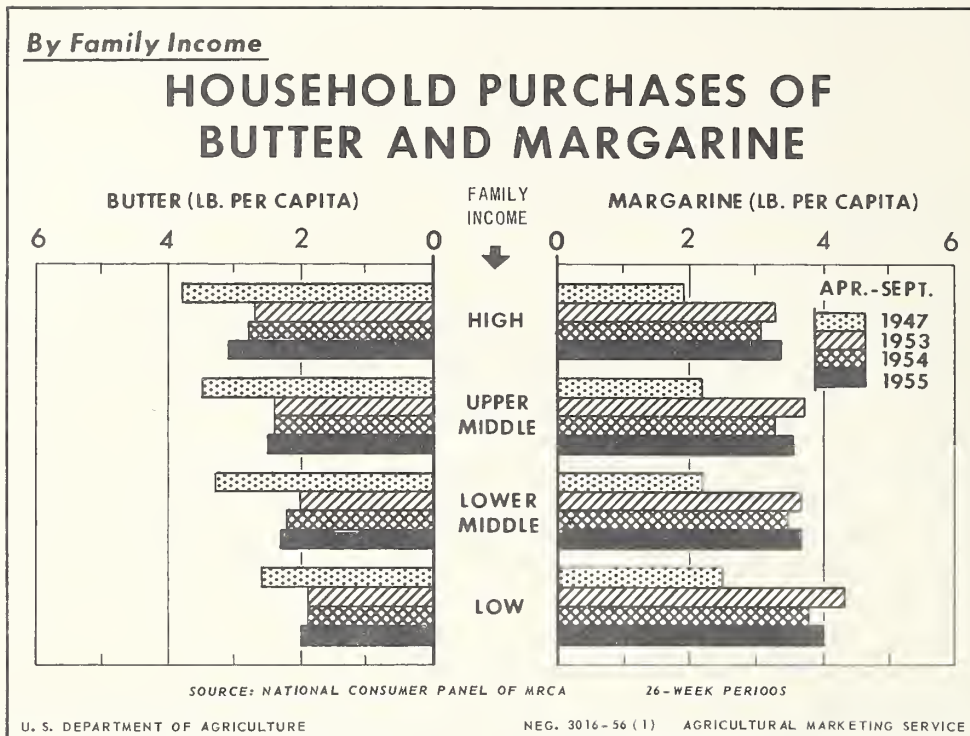


Figure 1

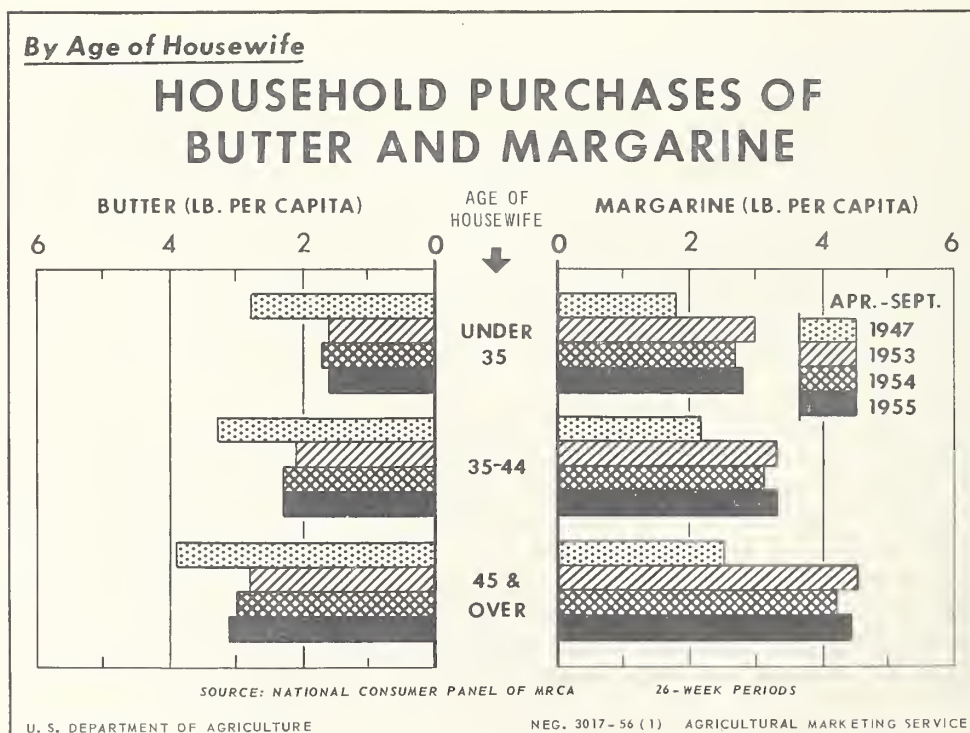


Figure 2

Household purchases of butter per capita during April-September 1955 compared with April-September 1947, showed the largest drop for the middle-income families--about 30 percent--while the low and high-income families reported declines closer to 20 percent. Over this 8-year period household purchases of margarine per capita increased 57 percent for low-income families and 75 percent for high-income families.

Other family characteristic highlights of the data for April-September 1955 (excluding income considerations) indicated that the following groups buying butter showed the largest increases over April-September 1954 in purchases per capita: families headed by professional and executive workers; households with children of school age; homes with housewives 45 years of age or over; and small families--those having 3 members or less. For margarine, the market groups showing the largest gain in purchase rate per person were: households headed by farmers; homes with children in multiple age groups; large-size families; and households with housewives under 45 years of age.

Certain patterns established by the data for 1947, 1953, and 1954, were reaffirmed by the 1955 figures. Households indicating the highest per capita purchase rate for both butter and margarine were those with no children, small-size families and with the housewife 45 years of age or over. There were no clear-cut differences in purchase patterns for butter and margarine by education of family head and occupation of family head. Some of these patterns can be observed in table 11, which contains purchase rates per capita on a combined basis for butter and margarine. Note that in 1954 and 1955, combined use of butter and margarine tended to be of greatest in the highest income group.

By size of community, families living on farms showed the largest increase from April-September 1954 to April-September 1955 in their per capita purchase rate for butter and for margarine. However, families living on farms are relatively low in purchases of both butter and margarine since they have available, in many cases, home-produced butter or other fat substitutes. Of more importance, perhaps, was the fact that families in the largest metropolitan areas of the country showed a slightly larger gain from April-September 1954 to April-September 1955 in butter purchases per capita than in margarine (tables 2 and 6).

#### Family Characteristics Related to Nonfat Dry Milk Solids Purchases

Purchases of nonfat dry milk solids per capita during April-September 1955 were inversely related to family income. The upper middle and lower middle income households purchased about 25 percent more of this product per capita than the high-income families, while the low-income families purchased about 50 percent more than the high-income families (table 13). The relation of purchases of nonfat dry milk solids per capita to family income was somewhat similar during April-September 1954. However, the high-income and lower middle income families reported the largest increase between these periods (figure 3).



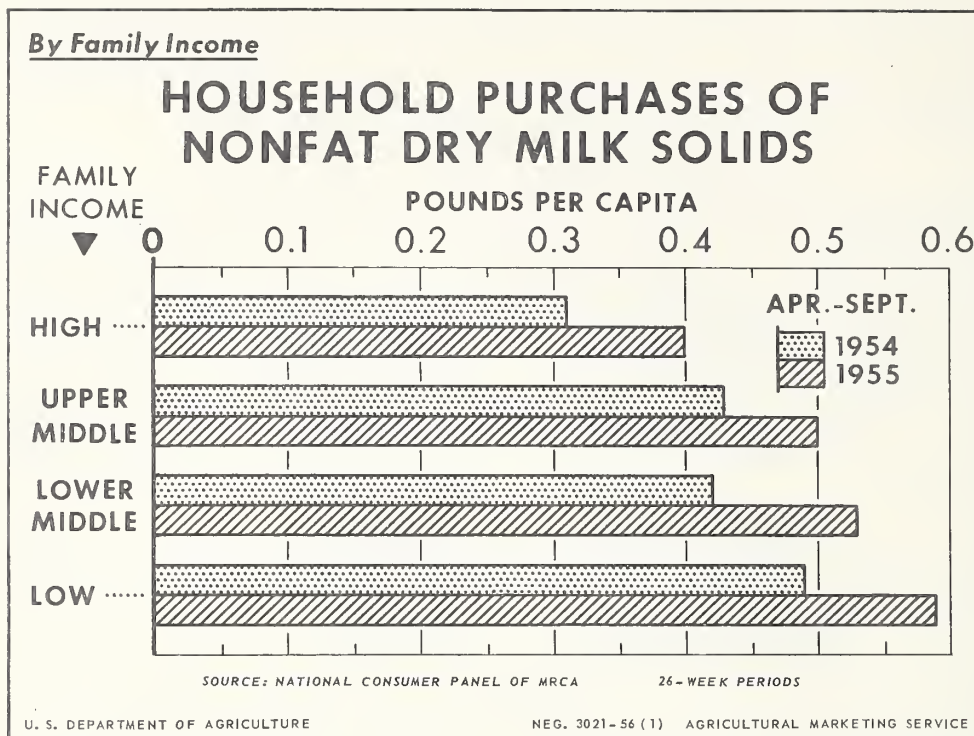


Figure 3

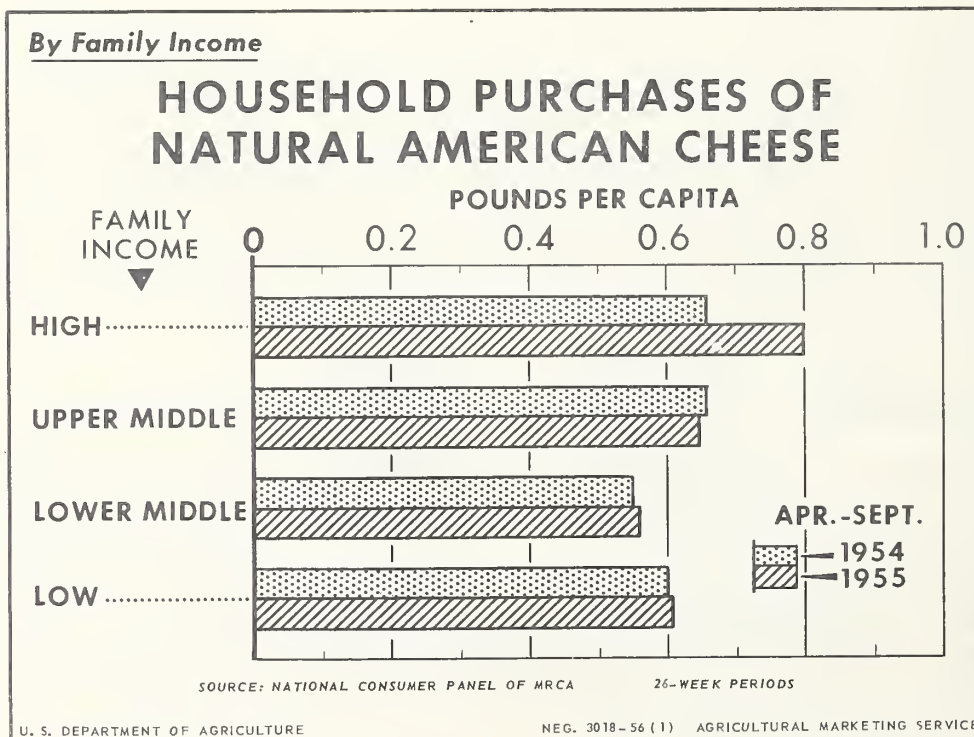


Figure 4



Families having a college-trained person as head of the household again reported larger household purchases of nonfat dry milk solids per capita during April-September 1955 than did families having a high-school or grammar-school trained person as head of the household. Compared with the corresponding period in 1954, those families having a college-trained person as head of the household indicated the largest gain during April-September 1955 in their per capita purchase rate.

Families with no children were much larger users per capita of nonfat dry milk solids than those with children. From April-September 1954 to 1955 only those families with children from 13 to 20 years of age indicated a downturn in their purchase rate for nonfat dry milk solids. Increases for other families in this category ranged from 14 percent for families with children 5 years of age and under to 27 percent for families with no children.

Nonfat dry milk solids purchases per capita during April-September 1955 ranged from 0.4 pounds for households with housewives under 45 years of age to 0.7 pounds for housewives 45 years of age and over. Families with the youngest housewives--under 35 years of age--reported the largest gain in per capita purchases of nonfat dry milk solids from April-September 1954 to April-September 1955. Purchases per capita of nonfat dry milk solids fell off as size of family increased. During April-September 1955 those families with 1 and 2 members reported a rate of 0.9 pounds compared to a rate of less than 0.4 pounds for families having 4 or more members.

Per capita purchases of nonfat dry milk solids in April-September 1955 were relatively low in farm communities and in large metropolitan areas. However, compared with a year earlier the largest communities--500,000 population and over--reported the greatest gain in per capita purchases (table 14).

Families having a college-educated person as head of the household reported the largest gain in purchases per capita of nonfat dry milk solids from 1954 to 1955. However, it is interesting to note that market penetration (percentage of all families buying) showed the largest gain for families having a high-school educated person as head of household.

#### Family Characteristics Related to Cheese Purchases

Natural American Cheese: Per capita purchases of natural American cheese increased 21 percent for high-income families from April-September 1954 to April-September 1955. Families in the other 3 income groups reported little change in their purchase rate for natural American cheese, with changes ranging from a minus 2 percent for upper middle income families to a plus 2 percent for lower middle income families (figure 4). Other market segments which showed a noticeable increase from 1954 to 1955 in

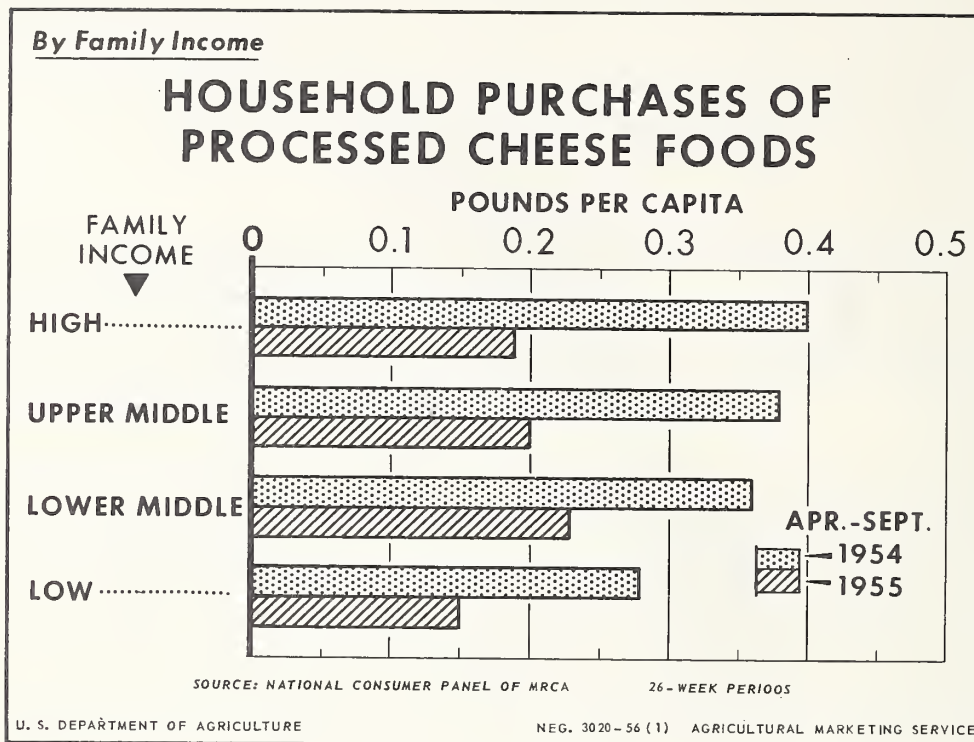


Figure 5

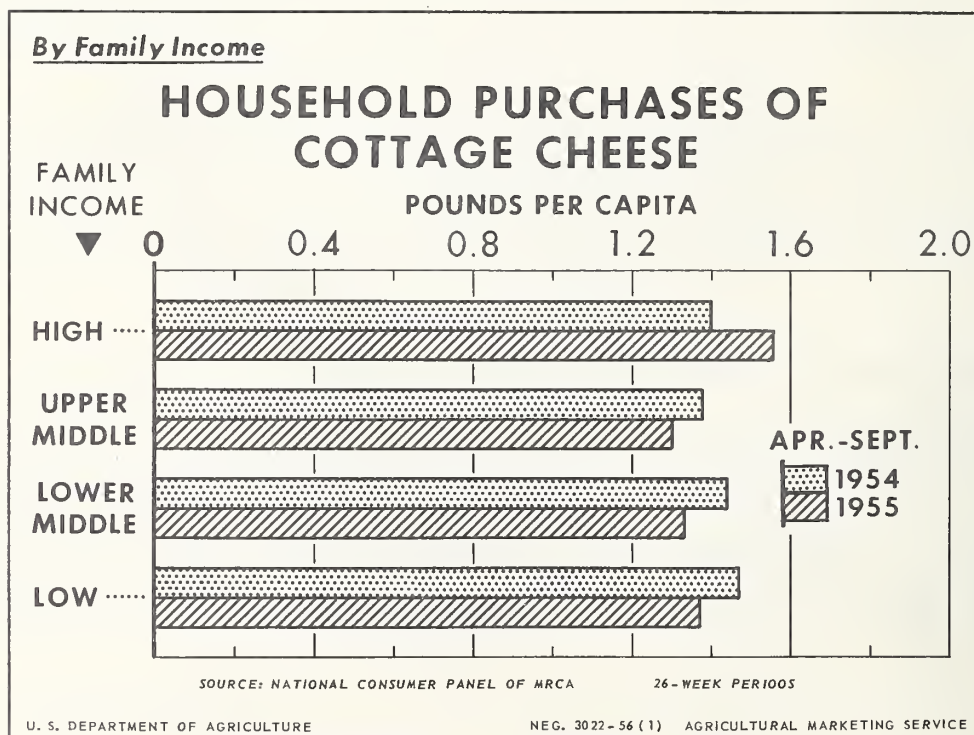


Figure 6

purchases per person were families headed by a person with high-school education, households whose family head worked as a craftsman or foreman, families with no children, households with older housewives and small-size families.

Some family groups showing noticeable declines in per capita purchase rates from 1954 to 1955 were households headed by farmers, those with children from 13 to 20 years of age, and those with housewives under 35 years of age (table 17).

Natural Swiss: High-income families reported a significant gain in their purchase rate per capita for natural Swiss cheese from April-September 1954 to April-September 1955. Upper middle income families reported a slight increase, while the lower middle and low-income families reported declines. Other large gains were shown by families headed by clerical or service people and by families with 3 members. As was the case for natural American cheese, families with housewives, under 35 years of age reported a large decline from 1954 to 1955 in purchases per capita of natural Swiss cheese.

Natural Cream: All families, regardless of income, reported larger per capita purchases of natural cream cheese during April-September 1955 than the same period of 1954. The increases ranged from 2 percent for upper middle income families to 23 percent for high-income families. Other highlights indicated substantial gains for those families whose head of household had some high school training and for those families where the family head worked as a craftsman or laborer.

"Other" Natural Types: Generally, low-income families reported slight gains in their purchase rate for "other" types of natural cheese from 1954 to 1955 while high-income families reported small declines. However, the changes were not significant. Other large changes in market areas from 1954 to 1955 were a large decrease in purchases by households headed by farmers, those with children in the older age group, and large families--with 6 or more members.

Processed Cheese (excluding cheese foods and spreads): All market segments reported declines in their per capita purchase rate for processed cheese from April-September 1954 to April-September 1955. Declines by income groups ranged from 6 percent for high-income families to 19 percent for low-income families. All other family divisions reported declines of 20 percent or less, with the largest decline reported by families with housewives under 35 years of age (table 24).

Processed Cheese Foods: Sharp drops were reported in purchases per capita for processed cheese foods from April-September 1954 to April-September 1955. By income groups, the declines ranged from 36 percent for lower middle income families to 53 percent for high-income families. Percentagewise the drops were rather large for all other family divisions, ranging between 40 and 55 percent.



Processed Cheese Spreads: Most families reported larger purchases of cheese spreads per capita during April-September 1955 than in April-September 1954. The largest increase by the family income grouping--16 percent--was reported by the low-income families. Families headed by farmers, those with children under 5 years of age, households with younger housewives, and those with larger size families indicated the biggest gains from a year earlier. Only those families with no children and with 1 and 2 members indicated a small decrease in their per capita purchase rate from 1954 to 1955.

Cottage Cheese: Cottage cheese purchases per capita were generally somewhat lower in April-September 1955 than in April-September 1954. However, high-income families reported an 11 percent increase in their per capita purchase rate while the other 3 income groups reported declines ranging from 5 to 8 percent. Changes for other market segments from 1954 to 1955 were hardly noticeable, with households with younger housewives reporting the largest decline--about 14 percent--from 1954 to 1955 (table 24).



#### NOTES ON TABLES

The tables contained in this report give data breakdowns by regions, size of community, and selected family characteristics. These data represent purchases for household use only, and do not reflect purchases for or by hotels, restaurants, hospitals, or other institutions. The data cover 6-month periods, April-September, in the years shown, in order to permit comparisons between periods of equal length and during the same seasons of the year.

Regional areas are defined as follows:

(1) Northeast--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.

(2) North Central--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.

(3) South--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.

(4) Mountain-Southwest--Eight Mountain States and Texas and Oklahoma.

(5) Pacific--Washington, Oregon, and California.

The approximate 1954 U. S. population distribution of these regions is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain-Southwest, 9.8 percent; Pacific, 10.1 percent.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification "size of community" the total population of metropolitan areas were used rather than populations within corporate city limits.

The "average volume of purchases per buying family" was calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 capita" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

Table 1.--Butter: Household purchases per capita and percentage of all families buying, by family characteristics, April-September, 1947, 1953, 1954, and 1955

Family characteristics	Purchases per 1,000 capita				Percentage of all families buying			
	1947	1953	1954	1955	1947	1953	1954	1955
	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent	Percent
Family Income								
Upper.....	3,811	2,661	2,846	3,088	79.2	66.2	55.9	60.9
Upper middle.....	3,523	2,438	2,444	2,451	72.4	59.2	51.7	57.0
Lower middle.....	3,313	2,021	2,221	2,264	70.0	56.4	61.5	57.2
Lower.....	2,645	1,887	1,911	2,035	61.2	52.7	50.8	51.5
Education of Family Head								
Grammar school.....	3,236	2,383	2,378	2,471	66.5	56.1	52.1	53.1
Some high school.....	3,400	2,168	2,269	2,440	72.0	59.2	55.8	57.4
Some college.....	3,725	2,224	2,460	2,513	79.9	64.0	60.9	65.1
Occupation of Family Head								
Professional, executive.....	4,195	2,477	2,578	2,812	85.7	64.8	64.4	75.3
Clerical, sales, service.....	3,911	2,358	2,577	2,691	80.0	61.1	57.3	62.2
Craftsman, laborer.....	3,516	2,152	2,273	2,346	76.5	59.4	56.9	61.5
Farmer.....	2,322	2,211	2,014	2,146	40.8	38.8	34.7	36.0
Unclassified.....	3,401	2,341	2,549	2,649	72.5	56.6	51.2	33.1
Presence of Children								
No children.....	4,444	3,230	3,417	3,585	74.3	62.3	57.5	57.1
5 years and under.....	2,801	2,465	2,150	2,058	69.8	61.7	59.3	64.0
6-12 years.....	3,622	2,333	2,391	2,711	71.3	60.3	54.1	54.5
13-20 years.....	3,378	2,357	2,421	2,663	68.2	55.6	53.5	56.1
Multiple age groups.....	2,615	1,441	1,556	1,546	66.2	51.0	49.6	54.3
Age of Housewife								
Under 35 years.....	2,783	1,551	1,670	1,637	69.1	51.3	51.6	55.8
35-44 years.....	3,259	2,066	2,253	2,304	70.5	61.2	56.8	58.9
45 years and over.....	3,931	2,831	2,986	3,126	72.0	60.0	55.8	55.9
Size of Family								
1 and 2 members.....	4,935	3,331	3,399	3,604	74.3	61.8	57.1	57.5
3 members.....	4,012	2,679	2,671	2,997	71.5	59.2	55.9	55.8
4 and 5 members.....	3,146	2,187	2,209	2,244	70.8	59.2	56.0	60.5
6 or more members.....	2,272	1,160	1,233	1,202	61.1	44.4	43.7	45.2

Table 2.--Butter: Household purchases per capita and percentage of all families buying, by place of residence, April-September, 1947, 1953, 1954, and 1955

Place of residence	Purchases per 1,000 capita				Percentage of all families buying			
	1947	1953	1954	1955	1947	1953	1954	1955
	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent	Percent
United States.....	3,370	2,281	2,352	2,467	70.7	58.6	54.9	56.6
MRCA Areas								
Northeast.....	4,278	3,267	3,304	3,379	87.0	74.0	71.8	73.6
South.....	1,016	609	664	663	37.4	34.5	29.0	29.3
North Central.....	4,726	3,078	3,394	3,626	82.5	67.7	66.8	69.4
Mountain-Southwest.....	1,885	972	905	1,045	49.3	35.2	31.8	33.7
Pacific.....	2,861	2,140	2,339	2,476	70.8	60.1	59.7	61.0
Size of Community								
Farm.....	2,317	1,946	1,562	1,766	40.5	37.1	30.8	31.5
Under 2,500.....	--	1,705	1,749	1,881	--	48.9	46.1	47.4
Under 10,000.....	3,426	--	--	--	68.9	--	--	--
2,500 to 50,000.....	--	2,142	2,363	2,443	--	54.4	54.1	56.8
10,000 to 100,000.....	--	3,889	--	--	77.0	--	--	--
50,000 to 500,000.....	--	1,959	2,024	2,086	--	59.2	55.0	55.5
100,000 to 500,000.....	2,834	--	--	--	80.5	--	--	--
500,000 and over.....	4,264	3,033	3,289	3,378	87.8	74.0	73.5	76.8

Table 3.--Butter: Frequency of purchase and volume of purchases per buying family,  
by family characteristics, April-September, 1953, 1954, and 1955

Family characteristics	Purchases			Volume of purchases		
	Apr.-Sept. 1953	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1953	Apr.-Sept. 1954	Apr.-Sept. 1955
	Number	Number	Number	Pounds	Pounds	Pounds
Family Income						
Upper.....	14.0	16.1	15.6	15.6	18.6	18.0
Upper middle.....	13.4	14.9	13.7	14.9	16.6	15.4
Lower middle.....	12.9	11.6	13.0	12.8	12.4	13.7
Lower.....	11.1	10.7	11.3	9.7	10.5	11.1
Education of Family Head						
Grammar school.....	13.3	13.1	13.4	14.8	15.4	15.7
Some high school.....	12.9	13.0	13.6	12.7	13.5	14.2
Some college.....	11.9	12.7	12.3	11.2	12.7	12.2
Occupation of Family Head						
Professional, executive.....	13.0	12.4	11.5	13.4	12.8	11.9
Clerical, sales, service.....	13.1	13.5	13.4	12.4	13.2	12.8
Craftsman, foreman.....	14.0	14.4	13.9	14.5	15.2	14.6
Laborer, operator.....	12.6	12.8	12.5	12.7	13.4	13.2
Farmer.....	13.5	13.2	13.0	22.1	21.8	22.9
Unclassified.....	11.3	12.0	20.2	10.0	11.6	18.5
Presence of Children						
No children.....	11.8	12.4	13.2	11.3	12.2	13.0
5 years and under.....	13.6	13.1	12.0	13.7	13.2	11.9
6-12 years.....	14.7	15.1	16.9	15.8	16.5	18.2
13-20 years.....	14.8	14.5	14.7	17.2	15.9	17.0
Multiple age groups.....	13.3	14.0	13.1	14.9	17.4	16.1
Age of Housewife						
Under 35 years.....	12.0	12.3	11.7	11.8	12.8	12.2
35-44 years.....	13.6	13.7	13.9	14.4	15.8	15.9
45 years and over.....	12.8	13.1	13.8	13.4	14.1	14.8
Size of Family						
1 and 2 members.....	11.1	11.8	12.5	9.8	11.0	11.5
3 members.....	13.8	14.1	15.3	14.1	14.3	16.1
4 and 5 members.....	14.5	15.4	14.5	16.2	17.3	16.3
6 or more members.....	13.6	13.8	13.8	17.7	20.1	19.2

Table 4.--Butter: Frequency of purchase and volume of purchases per buying family,  
by place of residence, April-September, 1953, 1954, and 1955

Place of residence	Purchases			Volume of purchases		
	Apr.-Sept. 1953	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1953	Apr.-Sept. 1954	Apr.-Sept. 1955
	Number	Number	Number	Pounds	Pounds	Pounds
U. S. Total.....	12.9	13.0	13.3	13.4	14.2	14.5
MRCAs Areas						
Northeast.....	15.5	14.8	15.0	15.2	14.8	14.9
South.....	8.1	10.3	10.1	6.7	8.7	8.7
North Central.....	13.1	13.1	13.2	15.3	16.4	16.7
Mountain-Southwest.....	9.1	8.8	9.8	9.1	9.3	10.1
Pacific.....	10.7	11.1	11.5	11.3	11.5	11.8
Size of Community						
Farm.....	13.0	11.9	13.3	20.4	19.6	22.2
Under 2,500.....	11.1	11.1	11.8	12.2	12.7	13.3
2,500 to 50,000.....	12.5	12.7	12.1	13.0	14.1	13.6
50,000 to 500,000.....	11.2	11.4	11.8	11.0	11.8	12.1
500,000 and over.....	14.8	15.1	14.8	13.8	14.3	14.1



Table 5--Margarine: Household purchases per capita and percentage of all families buying, by family characteristics, April-September, 1947, 1953, 1954, and 1955

Family characteristics	Purchases per 1,000 capita				Percentage of all families buying			
	1947	1953	1954	1955	1947	1953	1954	1955
	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent	Percent
Family Income								
Upper.....	1,936	3,283	3,106	3,380	57.2	76.4	64.9	73.9
Upper middle.....	2,243	3,818	3,337	3,574	58.7	79.5	73.1	78.8
Lower middle.....	2,205	3,747	3,467	3,716	55.8	78.6	85.0	79.9
Lower.....	2,536	4,291	3,777	3,977	59.6	78.7	80.0	78.7
Education of Family Head								
Grammar school.....	2,109	3,652	3,283	3,498	53.4	75.1	72.0	74.2
Some high school.....	2,390	3,886	3,546	3,869	62.2	81.5	78.9	80.9
Some college.....	2,185	3,715	3,546	3,662	61.9	80.6	81.0	81.5
Occupation of Family Head								
Professional, executive.....	2,290	3,520	3,629	3,645	63.6	79.3	80.3	93.5
Clerical, sales, service.....	2,330	3,904	3,652	3,817	61.3	81.4	78.1	79.4
Craftsman, laborer.....	2,795	3,818	3,386	3,644	66.9	79.6	78.5	85.2
Farmer.....	972	2,531	2,307	2,655	32.2	60.2	56.0	62.4
Unclassified.....	3,524	4,986	4,781	5,012	66.2	81.4	81.2	48.9
Presence of Children								
No children.....	2,898	4,700	4,603	4,810	58.0	76.5	75.3	76.0
5 years and under.....	1,870	3,121	2,702	2,744	59.2	76.7	74.5	84.6
6-12 years.....	2,300	3,250	3,278	3,463	58.9	82.1	80.4	74.6
13-20 years.....	2,040	3,918	3,726	3,772	56.6	78.4	78.5	77.3
Multiple age groups.....	1,808	3,227	2,676	2,998	57.0	80.7	74.6	80.2
Age of Housewife								
Under 35 years.....	1,769	3,026	2,695	2,842	55.9	78.1	78.7	84.5
35-44 years.....	2,238	3,274	3,124	3,308	57.7	78.0	72.9	75.3
45 years and over.....	2,526	4,490	4,243	4,431	59.3	78.6	76.0	76.2
Size of Family								
1 and 2 members.....	3,319	5,075	4,819	5,085	58.7	76.5	75.5	77.6
3 members.....	2,340	4,004	3,614	3,782	56.8	78.7	77.8	78.3
4 and 5 members.....	2,048	3,300	2,993	3,216	58.0	79.5	75.6	77.7
6 or more members.....	1,683	3,170	2,484	2,776	57.1	80.3	74.4	78.0

Table 6--Margarine: Household purchases per capita and percentage of all families buying, by place of residence, April-September, 1947, 1953, 1954, and 1955

Place of residence	Purchases per 1,000 capita				Percentage of all families buying			
	1947	1953	1954	1955	1947	1953	1954	1955
	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent	Percent
United States.....	2,207	3,745	3,423	3,658	57.8	78.3	76.0	77.8
MRCA Areas								
Northeast.....	2,431	3,593	3,513	3,600	59.9	74.0	75.1	75.3
South.....	1,509	3,259	2,843	3,328	46.6	78.2	74.3	79.0
North Central.....	2,072	3,542	3,205	3,248	56.4	76.6	72.2	71.6
Mountain-Southwest.....	2,365	4,497	3,872	4,383	61.1	89.2	82.4	86.2
Pacific.....	3,750	5,174	4,716	5,060	75.4	84.7	83.6	87.7
Size of Community								
Farm.....	967	2,734	2,147	2,530	31.8	64.5	55.9	59.1
Under 2,500.....	--	4,402	3,795	4,380	--	80.8	81.6	84.0
Under 10,000.....	2,682	--	--	--	62.6	--	--	--
2,500 to 50,000.....	--	4,372	4,042	4,186	--	85.8	82.4	83.3
10,000 to 100,000.....	2,645	--	--	--	66.0	--	--	--
50,000 to 500,000.....	--	4,025	3,989	4,207	--	85.0	83.9	86.8
100,000 to 500,000.....	3,387	--	--	--	76.7	--	--	--
500,000 and over.....	2,320	3,425	3,152	3,191	62.1	74.8	74.3	74.7

Table 7.--Margarine: Frequency of purchase and volume of purchases per buying family, by family characteristics, April-September, 1953, 1954, and 1955

Family characteristics	Purchases			Volume of purchases		
	Apr.-Sept. 1953	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1953	Apr.-Sept. 1954	Apr.-Sept. 1955
	Number	Number	Number	Pounds	Pounds	Pounds
Family income						
Upper.....	11.8	11.9	10.4	17.0	17.5	16.2
Upper middle.....	12.1	10.7	10.4	17.8	16.1	16.3
Lower middle.....	11.9	9.7	10.3	17.4	14.0	16.1
Lower.....	11.1	9.7	10.1	15.1	13.2	14.2
Education of Family Head						
Grammar school.....	11.8	10.5	10.4	17.3	15.4	15.9
Some high school.....	12.0	10.4	10.4	16.9	14.9	16.0
Some college.....	11.1	9.8	9.6	15.2	13.8	14.2
Occupation of Family Head						
Professional, executive.....	11.7	10.4	8.4	15.9	14.4	12.4
Clerical, sales, service.....	11.4	9.9	9.9	15.8	13.7	14.2
Craftsman, foreman.....	12.1	10.7	10.1	18.0	15.7	15.6
Laborer, operator.....	12.8	10.2	9.7	19.1	15.1	15.4
Farmer.....	10.8	10.3	10.3	16.6	15.5	16.4
Unclassified.....	10.8	9.9	16.6	15.1	13.8	23.8
Presence of Children						
No children.....	10.3	9.3	9.4	13.7	12.5	13.1
5 years and under.....	11.1	9.8	8.1	14.2	13.2	12.0
6-12 years.....	11.7	11.0	11.5	16.6	15.2	16.9
13-20 years.....	13.9	11.4	11.2	20.7	16.7	17.5
Multiple age groups.....	13.6	12.8	12.8	21.6	19.9	21.1
Age of Housewife						
Under 35 years.....	11.1	9.6	9.3	15.5	13.5	14.0
35-44 years.....	12.4	11.4	11.3	18.3	17.1	17.9
45 years and over.....	11.6	10.3	10.3	16.6	14.7	15.4
Size of Family						
1 and 2 members.....	9.8	9.1	9.0	12.4	11.8	12.1
3 members.....	11.6	10.3	10.2	16.2	13.9	14.5
4 and 5 members.....	12.7	11.9	11.8	18.5	17.4	18.2
6 or more members.....	15.6	13.9	13.9	27.3	23.8	25.6

Table 8.--Margarine: Frequency of purchase and volume of purchases per buying family, by place of residence, April-September, 1953, 1954, and 1955

Place of residence	Purchases			Volume of purchases		
	Apr.-Sept. 1953	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1953	Apr.-Sept. 1954	Apr.-Sept. 1955
	Number	Number	Number	Pounds	Pounds	Pounds
U. S. Total.....	11.3	10.4	10.2	16.5	14.9	15.6
MRCA Areas						
Northeast.....	11.8	10.6	10.2	17.0	15.0	15.5
South.....	12.4	11.1	12.0	16.1	14.5	16.2
North Central.....	11.1	10.0	9.4	15.9	14.3	14.5
Mountain-Southwest.....	12.2	10.9	11.4	17.0	15.4	16.5
Pacific.....	11.7	9.8	9.2	19.8	16.6	16.8
Size of Community						
Farm.....	10.9	9.7	10.7	16.9	14.8	17.0
Under 2,500.....	13.3	10.5	11.3	19.4	15.6	17.5
2,500 to 50,000.....	12.1	11.3	10.6	17.3	15.9	16.0
50,000 to 500,000.....	11.5	10.9	10.3	16.1	15.2	15.6
500,000 and over.....	11.2	10.0	9.2	15.8	13.5	13.7

Table 9.--Butter and Margarine: Average price paid per pound by householders, by family characteristics, April-September, 1947, 1953, 1954, and 1955

Family characteristics	Butter				Margarine			
	1947	1953	1954	1955	1947	1953	1954	1955
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Family Income								
Upper.....	73.1	74.8	66.2	67.1	40.8	26.1	27.0	25.1
Upper middle.....	73.3	74.6	66.1	66.7	40.2	26.1	26.2	24.6
Lower middle.....	73.5	74.7	65.4	66.4	40.1	26.1	26.4	24.5
Lower.....	73.2	75.4	66.9	67.2	40.7	26.3	27.0	25.4
Education of Family Head								
Grammar school.....	73.3	74.2	65.8	66.4	40.5	26.4	27.0	25.2
Some high school.....	73.4	75.5	66.0	66.9	40.5	25.9	26.4	24.7
Some college.....	73.1	75.3	67.1	67.8	40.3	25.7	26.3	24.5
Occupation of Family Head								
Professional, executive.....	73.8	75.5	66.6	67.5	40.7	26.1	26.6	24.8
Clerical, sales, service.....	73.5	75.0	67.0	67.9	40.2	26.2	26.4	25.0
Craftsman, laborer.....	73.5	75.0	66.2	66.9	40.2	26.1	26.7	24.8
Farmer.....	71.9	71.7	63.2	63.6	41.4	26.8	26.7	25.1
Unclassified.....	73.9	75.7	66.7	67.3	40.4	25.9	26.8	25.1
Presence of Children								
No children.....	73.1	74.8	66.5	67.3	40.5	25.9	27.0	25.4
5 years and under.....	74.1	74.8	66.4	66.9	40.0	26.5	27.0	24.2
6-12 years.....	73.3	74.9	65.7	66.5	40.6	25.9	26.7	25.1
13-20 years.....	73.2	75.0	65.8	66.7	40.7	27.0	26.8	24.9
Multiple age groups.....	73.4	74.6	65.6	66.2	40.3	25.9	26.0	24.4
Age of Housewife								
Under 35 years.....	73.9	75.1	66.1	66.6	39.8	25.9	26.2	24.2
35-44 years.....	73.2	75.1	65.9	66.6	40.5	25.9	26.4	24.6
45 years and over.....	73.0	74.5	66.2	67.1	40.7	26.4	27.0	25.4
Size of Family								
1 and 2 members.....	73.1	74.8	66.5	67.3	40.6	26.0	27.1	25.4
3 members.....	73.2	74.8	65.8	66.9	40.4	26.2	27.0	24.9
4 and 5 members.....	73.4	74.9	66.2	66.7	40.2	26.0	26.3	24.7
6 or more members.....	73.2	74.3	65.2	65.7	40.8	26.5	26.1	24.3

Table 10.--Butter and Margarine: Average price paid per pound by householders, by place of residence, April-September, 1947, 1953, 1954, and 1955

Place of residence	Butter				Margarine			
	1947	1953	1954	1955	1947	1953	1954	1955
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	73.3	74.8	66.1	66.8	40.4	26.1	26.6	24.9
MRCAs Areas								
Northeast.....	74.3	76.3	67.7	68.4	39.7	26.8	27.7	26.2
South.....	69.4	75.1	69.1	69.0	41.8	26.0	26.3	24.7
North Central.....	72.7	73.1	64.1	65.0	40.3	27.3	27.5	25.6
Mountain-Southwest.....	73.0	76.7	69.1	70.1	42.0	26.2	25.7	23.6
Pacific.....	76.4	74.3	64.9	65.9	39.8	23.3	24.0	22.5
Size of Community								
Farm.....	71.9	72.6	62.8	63.6	41.3	27.0	27.4	25.8
Under 2,500.....	--	74.3	66.4	67.0	--	27.4	27.3	25.5
Under 10,000.....	72.6	--	--	--	41.3	--	--	--
2,500 to 50,000.....	--	73.6	65.5	66.3	--	26.3	26.8	24.5
10,000 to 100,000.....	73.1	--	--	--	39.7	--	--	--
50,000 to 500,000.....	--	75.4	66.0	67.0	--	25.3	25.6	24.1
100,000 to 500,000.....	73.1	--	--	--	40.3	--	--	--
500,000 and over.....	74.7	75.9	67.1	67.7	39.5	25.5	26.9	25.3

Table 11.--Butter and Margarine: Combined household purchases per capita, by family characteristics, April-September, 1947, 1953, 1954, and 1955

Family characteristics	Purchases per capita <sup>1/</sup>			
	April-September 1947	April-September 1953	April-September 1954	April-September 1955
	Pounds	Pounds	Pounds	Pounds
Family Income				
Upper.....	5.7	5.9	6.0	6.5
Upper middle.....	5.8	6.3	5.8	6.0
Lower middle.....	5.5	5.8	5.7	6.0
Lower.....	5.2	6.2	5.7	6.0
Education of Family Head				
Grammar school.....	5.3	6.0	5.7	6.0
Some high school.....	5.8	6.1	5.8	6.3
Some college.....	5.9	5.9	6.0	6.2
Occupation of Family Head				
Professional, executive.....	6.5	6.0	6.2	6.5
Clerical, sales, service.....	6.2	6.3	6.2	6.5
Craftsman, laborer.....	6.3	6.0	5.7	6.0
Farmer.....	3.3	4.7	4.3	4.8
Unclassified.....	6.9	7.3	7.3	7.7
Presence of Children				
No children.....	7.3	7.9	8.0	8.4
5 years and under.....	4.7	5.6	4.9	4.8
6-12 years.....	5.9	5.6	5.7	6.2
13-20 years.....	5.4	6.3	6.1	6.4
Multiple age groups.....	4.4	4.7	4.2	4.5
Age of Housewife				
Under 35 years.....	4.6	4.6	4.4	4.5
35-44 years.....	5.5	5.3	5.4	5.6
45 years and over.....	6.5	7.3	7.2	7.6
Size of Family				
1 and 2 members.....	8.3	8.4	8.2	8.7
3 members.....	6.4	6.7	6.3	6.8
4 and 5 members.....	5.2	5.5	5.2	5.5
6 or more members.....	4.0	4.3	3.7	4.0

<sup>1/</sup> Computed from unrounded figures.

Table 12.--Butter and Margarine: Combined household purchases per capita, by place of residence, April-September, 1947, 1953, 1954, and 1955

Place of residence	Purchases per capita <sup>1/</sup>			
	April-September 1947	April-September 1953	April-September 1954	April-September 1955
	Pounds	Pounds	Pounds	Pounds
United States.....	5.6	6.0	5.8	6.1
MRCA Areas				
Northeast.....	6.7	6.9	6.8	7.0
South.....	2.5	3.9	3.5	4.0
North Central.....	6.8	6.6	6.6	6.9
Mountain and Southwest.....	4.2	5.5	4.8	5.4
Pacific.....	6.6	7.3	7.1	7.5
Size of Community				
Farm.....	3.3	4.7	3.7	4.3
Under 2,500.....	--	6.1	5.5	6.3
Under 10,000.....	6.1	--	--	--
25,000 to 50,000.....	--	6.5	6.4	6.6
10,000 to 100,000.....	6.5	--	--	--
50,000 to 500,000.....	--	6.0	6.0	6.3
100,000 to 500,000.....	6.2	--	--	--
500,000 and over.....	6.6	6.5	6.4	6.6

<sup>1/</sup> Computed from unrounded figures.

National Consumer Panel of Market Research Corporation of America.



Table 13.--Nonfat Dry Milk Solids: Household purchases and average prices, by family characteristics, April-September, 1954, and 1955

Family characteristics	Purchases per 1,000 capita		Average prices			
			Per equivalent pound		Per actual pound	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Cents	Cents	Cents	Cents
Family Income						
Upper.....	312	401	36.6	39.4	34.2	35.0
Upper middle.....	434	504	36.7	38.7	35.4	35.2
Lower middle.....	417	531	36.9	39.7	34.2	35.6
Lower.....	492	589	37.5	40.0	36.2	35.6
Education of Family Head						
Grammar school.....	380	412	37.0	39.9	35.3	35.1
Some high school.....	420	524	37.4	39.9	35.5	36.2
Some college.....	492	735	36.0	38.0	34.1	34.6
Occupation of Family Head						
Professional, executive.....	486	625	36.6	38.1	34.4	34.3
Clerical, sales, service.....	426	570	36.9	40.5	33.8	36.3
Craftsman, foreman.....	376	400	36.5	39.3	35.0	34.6
Laborer, operator.....	370	441	37.3	39.4	35.8	35.4
Farmer.....	274	290	38.5	42.0	37.2	38.8
Unclassified.....	770	979	36.6	39.7	35.3	35.6
Presence of Children						
No children.....	644	816	36.8	39.8	35.4	35.6
5 years and under.....	284	323	37.3	39.0	34.4	35.6
6-12 years.....	339	412	37.6	39.0	34.4	32.8
13-20 years.....	394	392	37.1	39.5	35.7	35.0
Multiple age groups.....	300	363	36.9	39.2	34.8	35.9
Age of Housewife						
Under 35 years.....	290	375	36.9	38.4	34.5	34.5
35-44 years.....	359	394	37.5	40.2	35.6	36.3
45 years and over.....	555	665	36.7	39.6	35.1	35.3
Size of Family						
1 and 2 members.....	693	911	36.6	39.8	35.1	35.4
3 members.....	435	466	36.9	39.1	34.9	34.8
4 and 5 members.....	271	348	38.2	39.5	35.9	35.7
6 or more members.....	324	364	36.3	39.1	34.4	35.4

Table 14.--Nonfat Dry Milk Solids: Household purchases and average prices, by place of residence, April-September, 1954, and 1955

Place of residence	Purchases per 1,000 capita		Average prices			
			Per equivalent pound		Per actual pound	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Cents	Cents	Cents	Cents
United States.....	414	505	37.0	39.5	35.1	35.4
MRDA Areas						
Northeast.....	378	483	35.5	38.7	33.6	34.3
South.....	515	617	37.9	39.8	35.9	35.8
North Central.....	252	361	37.0	41.3	34.4	36.1
Mountain-Southwest.....	590	512	37.8	38.7	36.6	35.5
Pacific.....	544	700	36.6	38.3	36.6	35.1
Size of Community						
Farm.....	266	313	39.2	41.0	38.2	36.4
Under 2,500.....	507	539	38.4	41.2	36.6	36.9
2,500 to 50,000.....	478	604	36.4	39.4	34.3	34.9
50,000 to 500,000.....	500	622	36.4	39.2	34.2	35.1
500,000 and over.....	345	444	36.1	38.4	34.2	34.7

Table 15.--Nonfat dry milk solids: Percentage of families buying, frequency of purchase and volume per buying family, by family characteristics, April-September, 1954, and 1955

Family characteristics	Percentage of all families buying	Per buying family					
		Purchases				Volume	
		Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
		Percent	Percent	Number	Number	Pounds	Pounds
Family Income							
Upper.....	20.3	26.3	3.9	4.3	5.6	5.4	
Upper middle.....	22.9	27.1	4.4	4.6	6.7	6.7	
Lower middle.....	26.7	31.3	4.0	4.8	5.3	5.9	
Lower.....	26.3	28.5	4.0	5.0	5.2	5.8	
Education of Family Head							
Grammar school.....	22.9	25.6	4.4	4.8	5.6	5.4	
Some high school.....	23.8	29.7	4.1	4.6	5.9	5.9	
Some college.....	28.4	33.0	3.4	4.5	5.4	7.0	
Occupation of Family Head							
Professional, executive.....	25.2	34.4	3.9	3.9	6.2	5.8	
Clerical, sales, service.....	23.2	27.9	4.2	5.1	5.4	6.1	
Craftsman, foreman.....	24.7	30.3	3.8	4.1	5.2	4.7	
Laborer, operator.....	24.3	27.7	4.0	4.4	5.6	5.8	
Farmer.....	19.0	23.9	4.6	4.1	5.4	4.7	
Unclassified.....	30.0	24.2	4.2	7.8	6.0	9.4	
Presence of Children							
No children.....	26.0	30.7	3.7	4.7	5.1	5.5	
5 years and under.....	18.2	21.8	4.2	4.1	5.7	5.5	
6-12 years.....	21.8	27.7	4.4	4.5	5.8	5.4	
13-20 years.....	23.5	27.9	4.3	4.5	5.9	5.0	
Multiple age groups.....	24.9	26.9	4.6	5.3	6.7	7.6	
Age of housewife							
Under 35 years.....	22.3	24.2	4.0	4.9	5.2	6.4	
35-44 years.....	23.1	26.6	4.2	4.4	6.2	6.0	
45 years and over.....	25.7	30.8	4.1	4.8	5.7	5.7	
Size of Family							
1 and 2 members.....	25.7	31.3	3.6	4.5	5.0	5.4	
3 members.....	23.2	28.5	4.4	4.4	5.6	4.9	
4 and 5 members.....	22.4	24.5	4.2	4.8	5.3	6.2	
6 or more members.....	26.1	29.1	5.2	6.0	8.8	9.0	

Table 16.--Nonfat dry milk solids: Percentage of families buying, frequency of purchase and volume per buying family, by place of residence, April-September, 1954, and 1955

Place of residence	Percentage of all families buying	Per buying family					
		Purchases				Volume	
		Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
		Percent	Percent	Number	Number	Pounds	Pounds
United States.....	24.1	28.3	4.1	4.7	5.7	5.9	
MREA Areas							
Northeast.....	25.3	29.5	3.5	4.3	4.8	5.3	
South.....	29.0	31.8	5.1	6.1	6.7	7.5	
North Central.....	17.7	22.2	3.7	4.5	4.6	5.2	
Mountain-Southwest.....	25.9	27.6	4.9	4.3	7.4	6.0	
Pacific.....	27.0	34.6	3.8	4.2	5.9	5.9	
Size of Community							
Farm.....	21.0	23.2	3.8	4.5	4.9	5.4	
Under 2,500.....	29.0	33.1	4.3	4.6	5.8	5.4	
2,500 to 50,000.....	28.6	33.4	3.6	4.4	5.4	5.7	
50,000 to 500,000.....	26.3	29.9	4.5	5.4	6.1	6.7	
500,000 and over.....	19.2	24.7	4.0	4.2	5.7	5.8	

Table 17.--Natural Cheese: Household purchases per 1,000 capita, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Family Income								
Upper.....	659	799	177	219	137	169	177	176
Upper middle.....	662	648	150	154	123	126	134	128
Lower middle.....	550	562	99	97	111	121	107	108
Lower.....	597	607	108	104	102	108	100	106
Education of Family Head								
Grammar school.....	605	623	109	114	95	94	105	105
Some high school.....	583	651	146	162	124	162	131	139
Some college.....	715	758	169	196	170	174	192	185
Occupation of Family Head								
Professional, executive..	742	781	221	253	195	209	199	204
Clerical, sales, service..	697	720	112	176	173	185	140	148
Craftsman, foreman.....	615	705	161	173	117	140	152	145
Laborer, operator.....	489	526	111	99	81	100	106	111
Farmer.....	532	506	51	39	23	26	52	36
Unclassified.....	821	862	81	126	142	145	84	123
Presence of Children								
No children.....	1,037	1,148	231	259	181	210	210	214
5 years and under.....	354	355	70	82	118	107	135	125
6-12 years.....	578	571	151	170	136	155	119	160
13-20 years.....	618	570	128	126	100	119	120	90
Multiple age groups.....	374	388	71	67	69	72	70	67
Age of Housewife								
Under 35 years.....	358	310	89	74	80	74	93	85
35-44 years.....	540	553	108	112	122	145	102	113
45 years and over.....	882	952	187	213	146	161	179	172
Size of Family								
1 and 2 members.....	1,084	1,230	239	253	194	216	208	222
3 members.....	634	658	140	189	122	153	175	178
4 and 5 members.....	468	474	106	110	117	118	103	103
6 or more members.....	342	345	57	49	38	48	49	38

Table 18.--Natural Cheese: Percentage of all families buying, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Family Income								
Upper.....	52.7	56.7	23.7	26.9	33.1	35.6	27.3	29.5
Upper middle.....	54.0	53.0	19.7	21.7	29.5	29.3	25.3	25.0
Lower middle.....	58.6	49.8	19.7	18.1	33.2	30.0	23.3	24.1
Lower.....	49.1	46.3	12.7	14.3	20.4	20.6	16.6	14.6
Education of Family Head								
Grammar school.....	48.3	46.2	15.3	15.5	21.0	20.1	17.8	17.7
Some high school.....	55.2	54.1	19.6	23.8	32.9	34.4	24.5	26.3
Some college.....	65.2	60.5	26.8	26.2	42.3	41.5	34.0	32.5
Occupation of Family Head								
Professional, executive..	63.6	70.4	30.2	31.0	42.7	45.9	34.5	37.2
Clerical, sales, service..	58.8	53.7	18.8	24.4	35.4	39.0	24.8	26.1
Craftsman, foreman.....	57.7	59.0	22.1	24.6	31.9	32.2	28.0	29.4
Laborer, operative.....	47.0	47.8	17.3	18.3	25.1	25.4	18.4	21.0
Farmer.....	42.0	43.0	6.7	8.3	8.3	9.4	11.1	8.7
Unclassified.....	51.2	31.7	9.2	12.2	24.4	18.6	14.9	13.5

-Continued

Table 18.--Natural Cheese: Percentage of all families buying, by types, by family characteristics, April-September, 1954, and 1955 (Continued)

Family characteristics	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Presence of Children								
No children.....	58.1	56.0	18.6	21.1	29.3	28.7	22.8	22.3
5 years and under.....	42.7	49.2	18.2	20.6	33.8	31.7	25.5	24.3
6-12 years.....	50.6	46.6	24.1	22.1	34.0	32.3	25.3	28.0
13-20 years.....	56.6	48.7	20.8	18.1	25.2	25.8	21.0	20.0
Multiple age groups.....	50.3	47.7	16.0	18.7	25.6	27.7	22.1	23.8
Age of Housewife								
Under 35 years.....	44.7	44.5	16.2	18.2	27.7	25.2	22.7	22.3
35-44 years.....	56.9	50.4	21.5	22.0	31.5	33.6	24.5	27.2
45 years and over.....	56.9	54.8	18.9	20.3	28.2	28.1	22.4	21.8
Size of Family								
1 and 2 members.....	58.2	56.8	17.7	20.0	28.0	27.2	22.1	22.6
3 members.....	52.5	51.8	19.4	20.7	32.8	32.0	24.4	23.8
4 and 5 members.....	50.8	46.4	20.7	21.7	30.5	31.6	24.6	25.4
6 or more members.....	49.3	47.9	15.7	16.0	18.8	19.8	18.3	18.0

Table 19.--Natural Cheese: Average price paid per unit for household purchases, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pound Cents	Pound Cents	Pound Cents	Pound Cents	3 oz. Cents	3 oz. Cents	Pound Cents	Pound Cents
Family Income								
Upper.....	64.4	64.8	77.0	74.0	14.4	13.9	76.8	81.1
Upper middle.....	62.5	62.5	76.7	73.0	14.3	14.4	76.5	74.8
Lower middle.....	62.2	62.8	75.9	75.1	14.4	14.4	75.2	77.2
Lower.....	61.9	63.0	70.9	71.2	13.9	13.9	73.6	72.9
Education of Family Head								
Grammar school.....	61.7	62.5	71.9	72.0	13.8	14.0	75.2	75.1
Some high school.....	63.3	63.8	76.3	73.6	14.5	14.1	74.9	76.7
Some college.....	64.3	64.7	80.4	75.5	14.5	14.4	77.9	81.2
Occupation of Family Head								
Professional, executive..	64.8	65.5	75.2	73.2	14.5	14.4	77.5	81.9
Clerical, sales, service..	64.6	63.9	79.7	72.9	14.2	14.4	73.0	73.9
Craftsman, foreman.....	61.6	63.0	76.5	74.5	14.3	13.5	76.3	75.7
Laborer, operator.....	62.5	63.2	74.2	73.4	13.9	14.0	78.0	74.4
Farmer.....	59.4	59.7	68.5	67.2	15.1	15.5	60.2	79.5
Unclassified.....	62.3	63.4	74.8	74.5	13.9	14.3	74.8	78.4
Presence of Children								
No children.....	64.5	65.0	77.2	74.7	14.2	13.9	73.1	75.3
5 years and under.....	61.9	62.3	77.9	72.6	14.5	14.4	79.9	78.0
6-12 years.....	61.9	62.2	76.6	73.5	13.9	14.3	79.3	77.6
13-20 years.....	63.0	63.8	73.3	71.9	14.4	14.5	74.4	78.4
Multiple age groups.....	59.4	60.3	70.9	70.4	14.4	14.4	78.6	80.4
Age of Housewife								
Under 35 years.....	60.2	61.2	74.4	69.8	14.4	14.2	82.9	78.0
35-44 years.....	62.1	62.3	76.0	75.1	14.3	13.7	77.1	81.9
45 years and over.....	63.9	64.3	75.6	73.7	14.1	14.3	72.1	74.7
Size of Family								
1 and 2 members.....	64.6	65.0	76.6	74.6	14.2	14.3	73.0	76.9
3 members.....	63.0	63.7	77.5	73.6	14.3	14.2	75.7	75.3
4 and 5 members.....	61.2	62.4	75.0	73.7	14.3	13.8	80.1	79.8
6 or more members.....	59.3	59.2	67.5	65.6	13.9	14.2	74.4	79.4



Table 20.--Natural Cheese: Household purchase frequency per buying family, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Number	Number	Number	Number	Number	Number	Number	Number
Family Income								
Upper.....	5.4	6.0	4.1	4.4	4.3	4.2	3.9	3.8
Upper middle.....	5.2	5.2	4.3	4.1	4.1	4.3	3.2	3.4
Lower middle.....	4.0	4.7	2.9	3.2	3.3	3.7	2.6	2.7
Lower.....	4.3	4.6	3.7	3.3	4.1	4.3	2.9	3.2
Education of Family Head								
Grammar school.....	4.8	5.2	3.6	3.8	4.2	4.2	3.1	3.1
Some high school.....	4.5	5.1	3.9	3.6	3.7	4.1	3.0	3.2
Some college.....	4.3	5.0	3.5	4.0	3.7	3.7	3.3	3.7
Occupation of Family Head								
Professional, executive..	4.7	4.6	3.8	4.2	4.1	3.8	3.3	3.4
Clerical, sales, service..	4.6	5.2	3.2	3.7	4.2	4.2	3.2	3.2
Craftsman, foreman.....	4.5	5.2	4.0	4.0	3.8	3.8	3.1	3.0
Laborer, operator.....	4.6	4.8	3.6	3.0	3.2	3.8	3.3	3.1
Farmer.....	4.4	4.3	3.2	2.1	2.8	2.6	1.9	1.9
Unclassified.....	4.7	7.8	3.5	4.0	4.1	5.4	2.3	3.4
Presence of Children								
No children.....	4.6	5.4	4.0	4.2	3.6	3.9	3.2	3.5
5 years and under.....	3.8	3.3	2.5	2.5	3.6	3.4	3.3	3.5
6-12 years.....	5.3	5.4	3.9	4.4	4.2	4.9	3.0	3.8
13-20 years.....	4.8	4.9	3.5	3.8	4.3	4.9	3.3	3.0
Multiple age groups.....	4.5	5.2	3.6	3.1	4.3	4.0	3.1	2.8
Age of Housewife								
Under 35 years.....	3.8	3.6	3.4	2.6	3.3	3.3	3.0	2.9
35-44 years.....	4.6	5.4	3.2	3.4	4.4	4.4	2.8	3.2
45 years and over.....	4.9	5.5	4.1	4.4	3.9	4.2	3.4	3.4
Size of Family								
1 and 2 members.....	4.5	5.1	4.0	3.8	3.7	4.0	3.0	3.3
3 members.....	4.5	4.8	3.6	4.6	3.4	4.0	3.7	3.8
4 and 5 members.....	4.9	5.3	3.7	3.6	4.8	4.2	3.3	3.2
6 or more members.....	4.8	5.3	3.1	2.6	3.7	4.4	2.8	2.4

Table 21.--Natural Cheese: Household purchase volume per buying family, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Family Income								
Upper.....	4.6	5.0	2.7	2.9	1.5	1.7	2.4	2.1
Upper middle.....	4.3	4.4	2.7	2.6	1.5	1.5	1.9	1.8
Lower middle.....	3.2	3.9	1.7	1.9	1.1	1.4	1.6	1.6
Lower.....	3.4	3.7	2.4	2.0	1.4	1.5	1.7	2.1
Education of Family Head								
Grammar school.....	4.2	4.6	2.4	2.5	1.5	1.6	2.0	2.0
Some high school.....	3.5	4.0	2.5	2.3	1.2	1.6	1.8	1.8
Some college.....	3.4	4.0	2.0	2.4	1.3	1.3	1.8	1.8
Occupation of Family Head								
Professional, executive..	3.7	3.5	2.4	2.6	1.5	1.4	1.8	1.8
Clerical, sales, service..	3.5	4.0	1.7	2.1	1.4	1.4	1.7	1.7
Craftsman, foreman.....	3.7	4.2	2.5	2.5	1.3	1.5	1.9	1.8
Laborer, operative.....	3.8	4.0	2.3	2.0	1.2	1.4	2.1	2.0
Farmer.....	4.8	4.5	2.8	1.8	1.0	1.1	1.8	1.6
Unclassified.....	3.7	6.3	2.1	2.4	1.4	1.8	1.3	2.1

Table 21.--Natural Cheese: Household purchase volume per buying family, by types, by family characteristics, April-September 1954, and 1955 (Continued)

Family characteristics	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Presence of Children								
No children.....	3.6	4.2	2.5	2.6	1.3	1.5	1.9	2.0
5 years and under.....	3.0	2.7	1.4	1.5	1.3	1.2	1.9	1.9
6-12 years.....	4.3	4.5	2.3	2.8	1.5	1.8	1.8	2.1
13-20 years.....	3.8	4.2	2.2	2.5	1.4	1.6	2.0	1.6
Multiple age groups.....	4.1	4.6	2.5	2.0	1.5	1.5	1.8	1.6
Age of Housewife								
Under 35 years.....	3.2	2.9	2.2	1.7	1.1	1.2	1.6	1.6
35-44 years.....	3.8	4.5	2.0	2.1	1.6	1.8	2.2	1.7
45 years and over.....	4.1	4.6	2.6	2.8	1.4	1.5	2.1	2.1
Size of Family								
1 and 2 members.....	3.4	4.0	2.5	2.3	1.3	1.5	1.7	1.8
3 members.....	3.6	3.8	2.2	2.7	1.1	1.4	2.2	2.2
4 and 5 members.....	4.0	4.5	2.2	2.2	1.7	1.6	1.8	1.8
6 or more members.....	4.9	5.2	2.6	2.2	1.4	1.7	1.9	1.5

Table 22.--Natural Cheese: Household purchases per 1,000 capita, percentage of all families buying, average price paid per unit, and purchases and volume per buying family, by types, by size of community, April-September, 1954, and 1955

Size of community	Purchases per 1,000 capita							
	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Farm.....	443	482	30	28	17	23	34	26
Under 2,500.....	612	634	53	40	33	37	58	47
2,500 to 50,000.....	655	680	75	86	83	78	82	80
50,000 to 500,000.....	778	851	144	156	100	110	131	124
500,000 and over.....	557	582	240	266	240	268	231	246
	Percentage of all families buying							
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Farm.....	41.2	40.4	5.5	7.0	8.1	10.1	9.4	8.5
Under 2,500.....	47.2	44.0	7.8	10.2	14.5	14.5	14.3	13.3
2,500 to 50,000.....	56.4	54.6	13.9	14.3	28.3	27.0	18.1	18.4
50,000 to 500,000.....	62.9	58.8	19.8	20.2	30.5	31.0	22.7	24.9
500,000 and over.....	54.2	53.3	33.6	36.2	46.8	46.0	37.9	37.9
	Average price paid per unit							
	Pound	Pound	Pound	Pound	3 oz.	3 oz.	Pound	Pound
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Farm.....	57.9	60.0	67.1	67.0	15.3	15.6	62.3	66.4
Under 2,500.....	62.2	62.9	70.0	70.1	15.1	15.1	69.6	79.8
2,500 to 50,000.....	62.2	63.1	69.9	68.6	15.2	15.3	76.9	78.4
50,000 to 500,000.....	63.6	63.6	72.9	69.4	14.2	14.6	77.0	79.9
500,000 and over.....	64.3	64.9	78.6	76.6	14.0	13.7	76.7	76.1
	Purchases per buying family							
	Number	Number	Number	Number	Number	Number	Number	Number
Farm.....	3.9	4.6	2.3	1.9	2.0	2.2	1.7	1.7
Under 2,500.....	4.7	5.2	3.1	2.0	2.2	2.4	1.7	2.1
2,500 to 50,000.....	4.8	5.0	2.5	2.6	3.0	2.6	2.6	2.5
50,000 to 500,000.....	5.0	5.8	3.4	3.6	3.0	3.3	3.0	2.7
500,000 and over.....	4.4	4.7	4.0	4.1	4.7	4.9	3.6	3.8

Table 22.--Natural Cheese: Household purchases per 1,000 capita, percentage of all families buying, average price paid per unit, and purchases and volume per buying family, by types, by size of community, April-September, 1954, and 1955 (Continued)

Size of community	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Farm.....	4.2	4.7	2.1	1.6	0.8	0.9	1.4	1.2
Under 2,500.....	4.3	4.8	2.3	1.3	0.8	0.9	1.4	1.2
2,500 to 50,000.....	3.8	4.0	1.8	1.9	1.0	0.9	1.5	1.4
50,000 to 500,000.....	4.0	4.7	2.3	2.5	1.0	1.1	1.8	1.6
500,000 and over.....	3.3	3.5	2.3	2.4	1.6	1.9	1.9	2.1

Table 23.--Natural Cheese: Household purchases per 1,000 capita, percentage of all families buying, average price paid per unit, and purchases and volume per buying family, by types, by United States Regions, April-September, 1954, and 1955

Place of residence	Purchases per 1,000 capita							
	Natural							
	American		Swiss		Cream		Other	
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States.....	615	655	133	144	118	132	129	130
Northeast.....	532	588	241	274	249	259	249	250
North Central.....	566	597	104	126	86	102	130	142
South.....	571	599	86	73	58	72	58	39
Mountain-Southwest.....	608	645	49	47	41	49	32	30
Pacific.....	1,095	1,157	117	116	75	95	72	93
	Percentage of all families buying							
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	53.6	51.4	18.8	20.2	28.9	28.8	22.9	23.2
Northeast.....	51.6	50.7	31.2	33.4	45.8	47.2	36.9	37.6
North Central.....	49.6	48.4	17.4	19.3	27.8	25.8	23.9	23.6
South.....	51.0	47.2	9.5	10.9	19.1	17.8	11.8	10.8
Mountain-Southwest.....	54.2	49.5	11.9	8.7	17.6	17.9	10.9	10.5
Pacific.....	70.6	68.5	20.3	22.9	26.0	28.4	24.3	26.9
	Average price paid per unit							
	Pound Cents	Pound Cents	Pound Cents	Pound Cents	3 oz. Cents	3 oz. Cents	Pound Cents	Pound Cents
United States.....	62.8	63.4	75.5	73.4	14.2	14.1	75.7	77.1
Northeast.....	64.8	66.8	78.3	75.6	14.4	14.3	76.9	74.7
North Central.....	61.1	62.0	74.7	70.7	13.9	14.6	73.0	75.2
South.....	60.9	60.3	66.0	64.7	13.8	12.2	64.6	72.2
Mountain-Southwest.....	63.2	63.4	74.1	74.2	13.6	14.4	83.0	90.8
Pacific.....	64.4	64.6	78.4	81.1	14.7	14.5	96.8	103.3
	Purchases per buying family							
	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	4.6	5.1	3.7	3.8	3.9	4.1	3.2	3.3
Northeast.....	4.5	5.2	4.4	4.7	5.1	5.0	3.9	3.9
North Central.....	4.5	4.8	2.8	2.9	2.8	3.3	2.6	3.1
South.....	5.0	5.6	4.0	3.3	3.0	3.4	2.5	2.2
Mountain-Southwest.....	4.3	4.8	2.1	2.6	2.1	2.3	1.7	2.0
Pacific.....	5.2	5.7	2.8	2.7	2.6	2.9	2.2	2.3
	Volume per buying family							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States.....	3.8	4.2	2.3	2.4	1.4	1.5	1.9	1.9
Northeast.....	3.3	3.8	2.5	2.7	1.8	1.8	2.2	2.2
North Central.....	3.7	4.0	1.9	2.1	1.0	1.3	1.8	1.9
South.....	4.2	4.9	3.4	2.6	1.2	1.6	1.8	1.4
Mountain-Southwest.....	3.7	4.2	1.4	1.7	0.8	0.9	1.0	0.9
Pacific.....	4.6	4.9	1.7	1.5	0.8	1.0	0.9	1.0

Table 24.--Processed and Cottage Cheese: Household purchases per 1,000 capita, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
<b>Family Income</b>								
Upper.....	446	417	401	190	234	254	1,401	1,555
Upper middle.....	483	422	377	202	240	268	1,377	1,302
Lower middle.....	416	376	362	230	255	276	1,426	1,317
Lower.....	364	296	277	158	206	239	1,474	1,367
<b>Education of Family Head</b>								
Grammar school.....	357	325	287	147	211	224	1,265	1,178
Some high school.....	494	427	390	219	247	288	1,451	1,478
Some college.....	472	429	467	285	272	300	1,787	1,794
<b>Occupation of Family Head</b>								
Professional, executive..	495	412	408	211	259	293	1,835	1,828
Clerical, sales, service..	506	499	354	246	271	275	1,712	1,699
Craftsman, foreman.....	512	460	383	199	238	273	1,489	1,335
Laborer, operator.....	362	316	344	173	199	216	1,018	1,068
Farmer.....	273	257	310	174	198	279	751	753
Unclassified.....	364	333	239	193	302	258	2,495	2,243
<b>Presence of Children</b>								
No children.....	521	446	388	217	321	300	2,669	2,548
5 years and under.....	440	379	449	200	233	296	1,037	1,005
6-12 years.....	471	391	360	178	250	289	1,118	1,016
13-20 years.....	485	445	366	194	214	268	1,309	1,272
Multiple age groups.....	321	301	297	182	168	205	681	691
<b>Age of Housewife</b>								
Under 35 years.....	418	334	376	194	206	246	815	705
35-44 years.....	412	386	343	192	215	246	1,017	1,013
45 years and over.....	444	404	345	198	271	277	2,214	2,086
<b>Size of Family</b>								
1 and 2 members.....	576	473	391	215	339	324	2,901	2,818
3 members.....	477	457	419	225	257	301	1,429	1,402
4 and 5 members.....	420	383	377	202	216	255	1,016	1,000
6 or more members.....	242	210	229	140	136	166	508	510

Table 25.--Processed and Cottage Cheese: Percentage of all families buying, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
<b>Family Income</b>								
Upper.....	51.1	47.5	35.3	26.9	39.5	41.9	59.2	62.8
Upper middle.....	53.1	47.8	37.9	24.6	41.6	37.8	60.8	61.1
Lower middle.....	56.3	46.5	38.0	25.9	46.9	39.5	68.1	64.2
Lower.....	45.7	40.5	27.1	17.6	32.6	32.5	56.8	55.1
<b>Education of Family Head</b>								
Grammar school.....	46.3	39.8	28.6	19.4	33.3	32.3	54.6	53.1
Some high school.....	55.7	51.7	38.9	24.6	46.5	42.5	64.2	65.2
Some college.....	57.0	48.4	40.9	33.8	45.2	43.6	73.6	72.6
<b>Occupation of Family Head</b>								
Professional, executive..	59.2	57.4	41.2	32.9	48.2	50.4	75.4	84.8
Clerical, sales, service..	56.1	52.3	34.8	23.2	45.1	39.8	69.6	67.3
Craftsman, foreman.....	59.2	57.2	37.1	26.4	42.6	42.2	62.5	67.2
Laborer, operative.....	49.0	42.7	32.6	22.0	36.9	36.2	55.8	58.8
Farmer.....	34.5	31.5	29.5	22.6	30.5	33.3	36.8	38.5
Unclassified.....	41.9	26.7	25.4	13.9	32.7	23.0	69.0	42.0



Table 25.--Processed and Cottage Cheese: Percentage of all families buying, by types, by family characteristics, April-September, 1954, and 1955  
(Continued)

Family characteristics	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Presence of Children								
No children.....	48.2	42.8	29.3	19.4	37.0	34.2	68.2	66.7
5 years and under.....	52.0	51.7	40.9	31.4	42.9	44.9	59.3	65.8
6-12 years.....	56.6	42.7	39.5	26.2	45.4	40.7	61.0	57.3
13-20 years.....	57.5	48.2	34.1	24.3	42.9	42.0	58.2	55.4
Multiple age groups.....	51.7	47.9	38.4	26.8	40.3	38.3	51.7	52.4
Age of Housewife								
Under 35 years.....	52.3	48.2	40.0	28.5	41.6	40.7	54.2	56.0
35-44 years.....	57.7	49.4	36.9	24.5	43.8	39.2	57.3	57.3
45 years and over.....	47.9	42.6	30.1	21.3	37.3	36.1	67.1	64.2
Size of Family								
1 and 2 members.....	49.1	43.3	29.0	18.2	36.4	34.5	68.9	68.2
3 members.....	53.3	46.0	35.2	24.0	42.0	39.9	62.0	60.2
4 and 5 members.....	54.6	49.7	40.7	29.5	45.2	41.7	58.0	58.9
6 or more members.....	46.9	39.8	32.9	23.5	33.6	33.6	45.1	44.0

Table 26.--Processed and Cottage Cheese: Average price paid per unit for household purchases, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pound	Pound	Pound	Pound	Pound	Pound	12 oz.	12 oz.
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Family Income								
Upper.....	61.3	61.3	46.7	45.1	55.7	53.4	21.6	21.5
Upper middle.....	60.7	59.7	45.8	44.2	52.4	48.3	21.4	21.4
Lower middle.....	61.1	60.2	44.9	43.1	52.4	49.0	20.9	20.8
Lower.....	60.6	60.8	47.2	45.6	53.2	50.8	20.7	20.8
Education of Family Head								
Grammar school.....	60.3	60.8	46.2	44.6	51.4	49.7	20.9	20.9
Some high school.....	61.0	59.6	45.7	44.5	54.5	50.3	21.1	21.2
Some college.....	62.2	61.6	46.4	43.8	55.5	51.7	21.7	21.5
Occupation of Family Head								
Professional, executive..	62.6	62.2	46.7	46.0	57.4	53.7	21.9	21.6
Clerical, sales, service..	63.8	61.0	46.7	44.9	54.1	51.4	21.6	21.6
Craftsman, foreman.....	60.8	59.8	45.8	43.9	54.4	50.2	20.9	21.0
Laborer, operator.....	59.6	60.2	44.7	42.8	51.9	49.1	21.0	20.9
Farmer.....	56.4	56.2	46.6	44.0	45.2	44.9	20.2	20.4
Unclassified.....	59.7	63.2	50.3	46.8	54.4	53.2	20.2	20.7
Presence of Children								
No children.....	63.2	62.6	48.6	47.2	56.5	54.5	21.2	21.3
5 years and under.....	59.7	60.8	45.8	43.5	51.3	48.1	21.6	21.1
6-12 years.....	60.5	60.3	44.9	44.4	52.7	49.1	21.0	21.3
13-20 years.....	60.4	59.6	46.8	45.3	54.1	50.1	20.8	20.9
Multiple age groups.....	59.0	58.2	43.8	41.5	49.6	46.9	20.8	20.8
Age of Housewife								
Under 35 years.....	59.7	59.4	45.1	42.0	51.5	47.3	21.2	21.2
35-44 years.....	60.3	59.9	44.8	43.5	53.3	49.2	21.1	21.2
45 years and over.....	62.3	61.5	47.9	46.5	54.6	52.8	21.1	21.1
Size of Family								
1 and 2 members.....	63.3	62.1	48.5	47.8	56.5	54.9	21.2	21.2
3 members.....	60.7	61.7	46.8	44.6	54.6	49.7	21.2	21.6
4 and 5 members.....	59.8	59.2	45.0	43.5	51.0	48.2	21.2	20.9
6 or more members.....	58.6	57.9	43.2	40.7	49.1	47.2	20.3	20.3

Table 27.--Processed and Cottage Cheese: Household purchase frequency per buying family, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Number	Number	Number	Number	Number	Number	Number	Number
Family Income								
Upper.....	4.6	4.7	3.0	1.7	2.9	2.5	8.9	8.6
Upper middle.....	4.7	4.7	2.5	2.1	2.6	2.6	7.9	7.6
Lower middle.....	3.8	4.1	2.2	2.0	2.3	2.5	7.3	7.0
Lower.....	3.5	3.2	2.1	1.9	2.3	2.2	7.3	7.0
Education of Family Head								
Grammar school.....	3.7	4.0	2.4	1.8	2.5	2.4	7.7	7.2
Some high school.....	4.4	4.2	2.4	2.1	2.3	2.4	7.6	7.5
Some college.....	4.0	4.4	2.7	1.8	2.7	2.5	8.2	8.0
Occupation of Family Head								
Professional, executive...	4.1	3.7	2.4	1.5	2.5	2.2	8.4	7.1
Clerical, sales, service...	4.5	4.6	2.3	2.3	2.4	2.4	7.7	8.0
Craftsman, foreman.....	4.6	4.4	2.6	1.9	2.6	2.5	8.1	6.9
Laborer, operator.....	3.9	4.0	2.6	1.8	2.4	2.3	6.6	6.4
Farmer.....	3.1	3.3	2.4	1.7	2.2	2.5	6.6	6.2
Unclassified.....	3.1	4.6	2.1	2.7	2.8	3.1	8.5	12.5
Presence of Children								
No children.....	3.6	3.5	2.2	1.9	2.5	2.3	8.4	8.1
5 years and under.....	4.9	4.3	2.9	1.6	2.5	2.4	6.8	5.8
6-12 years.....	4.8	5.3	2.4	1.8	2.5	2.8	6.9	6.6
13-20 years.....	4.2	4.9	2.7	2.0	2.3	2.4	7.8	7.9
Multiple age groups.....	4.6	4.9	2.8	2.3	2.7	2.9	7.0	6.8
Age of Housewife								
Under 35 years.....	4.7	4.4	2.6	1.8	2.4	2.5	6.0	5.3
35-44 years.....	2.8	4.5	2.5	2.2	2.5	2.6	7.1	7.0
45 years and over.....	3.7	3.9	2.3	1.8	2.5	2.4	8.8	8.5
Size of Family								
1 and 2 members.....	3.6	3.4	2.2	1.9	2.5	2.3	8.3	8.0
3 members.....	4.1	4.6	2.7	2.0	2.5	2.4	7.2	7.3
4 and 5 members.....	4.9	5.0	2.8	2.0	2.5	2.7	7.8	7.1
6 or more members.....	4.4	4.8	3.0	2.5	3.0	3.2	6.6	6.9

Table 28.--Processed and Cottage Cheese: Household purchase volume per buying family, by types, by family characteristics, April-September, 1954, and 1955

Family characteristics	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955	Apr.-Sept. 1954	Apr.-Sept. 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Family Income								
Upper.....	3.2	3.1	4.2	2.5	2.2	2.1	8.6	8.8
Upper middle.....	3.2	3.2	3.5	2.9	2.0	2.5	8.0	7.6
Lower middle.....	2.5	2.8	3.3	3.1	1.9	2.4	7.2	7.1
Lower.....	2.2	2.1	2.9	2.5	1.8	2.1	7.2	7.0
Education of Family Head								
Grammar school.....	2.6	2.8	3.4	2.6	2.1	2.3	7.8	7.5
Some high school.....	3.0	2.8	3.3	3.0	1.8	2.3	7.5	7.6
Some college.....	2.6	2.8	3.6	2.7	1.9	2.2	7.6	7.8
Occupation of Family Head								
Professional, executive...	2.7	2.3	3.2	2.0	1.7	1.9	7.8	6.9
Clerical, sales, service...	2.6	2.8	3.0	3.1	1.8	2.0	7.2	7.5
Craftsman, foreman.....	3.0	2.8	3.6	2.7	1.9	2.3	8.2	7.0
Laborer, operative.....	2.7	2.7	3.9	2.9	2.0	2.2	6.7	6.7
Farmer.....	3.0	3.1	4.0	3.0	2.4	3.2	7.7	7.5
Unclassified.....	2.0	2.9	2.2	3.2	2.2	2.6	8.4	12.4

- Continued

Table 28.--Processed and Cottage Cheese: Household purchase volume per buying family, by types, by family characteristics, April-September, 1954, and 1955  
(Continued)

Family characteristics	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Presence of Children								
No children.....	2.2	2.2	2.7	2.3	1.8	1.8	8.0	7.9
5 years and under.....	3.1	2.7	4.0	2.4	2.0	2.4	6.3	5.7
6-12 years.....	3.1	3.3	3.4	2.5	2.1	2.6	6.8	6.5
13-20 years.....	3.0	3.3	3.8	2.9	1.8	2.3	7.9	8.2
Multiple age groups.....	3.4	3.6	4.3	3.8	2.3	3.0	7.3	7.4
Age of Housewife								
Under 35 years.....	3.2	2.9	3.7	2.8	2.0	2.5	5.9	5.2
35-44 years.....	1.7	3.2	3.7	3.2	2.0	2.6	7.1	7.2
45 years and over.....	2.4	2.5	3.0	2.5	1.9	2.0	8.7	8.6
Size of Family								
1 and 2 members.....	2.2	2.0	2.5	2.2	1.7	1.7	7.8	7.6
3 members.....	2.7	3.0	3.6	2.8	1.8	2.3	6.9	7.0
4 and 5 members.....	3.4	3.4	4.1	3.0	2.1	2.7	7.7	7.5
6 or more members.....	3.7	3.8	5.0	4.3	2.9	3.6	8.0	8.3

Table 29.--Processed and Cottage Cheese: Household purchases per 1,000 capita, percentage of all families buying, average price paid per unit, and purchases and volume per buying family, by types, by size of community, April-September, 1954, and 1955  
Purchases per 1,000 capita

Size of community	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Farm.....	263	257	295	160	181	268	608	639
Under 2,500.....	340	318	275	157	206	253	1,130	1,171
2,500 to 50,000.....	408	347	358	169	273	250	1,568	1,534
50,000 to 500,000.....	459	390	392	203	282	313	1,703	1,619
500,000 and over.....	533	471	391	236	218	220	1,674	1,591
Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Farm.....	37.6	30.8	30.3	20.4	30.8	32.0	36.5	35.3
Under 2,500.....	45.9	40.7	29.6	20.9	36.2	33.9	54.8	53.4
2,500 to 50,000.....	48.2	44.8	34.1	23.5	42.0	40.7	69.2	67.9
50,000 to 500,000.....	54.0	48.6	36.5	24.0	43.6	41.3	68.4	68.0
500,000 and over.....	61.8	54.1	37.6	26.7	43.2	38.7	68.1	69.0
Average price paid per unit								
	Pound	Pound	Pound	Pound	Pound	Pound	12 oz.	12 oz.
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Farm.....	57.3	57.3	46.3	45.0	47.1	45.8	19.9	20.4
Under 2,500.....	61.4	60.6	47.8	44.8	53.4	49.4	21.1	21.0
2,500 to 50,000.....	60.8	60.9	45.8	44.3	52.8	50.5	21.1	21.1
50,000 to 500,000.....	60.3	60.5	45.3	43.9	51.8	49.0	21.1	20.9
500,000 and over.....	62.1	61.1	46.1	44.4	58.0	54.8	21.4	21.5
Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number
Farm.....	2.7	3.4	2.3	1.8	2.1	2.7	5.4	5.9
Under 2,500.....	3.4	3.6	2.3	1.8	2.3	2.5	6.7	6.9
2,500 to 50,000.....	4.1	3.9	2.4	1.7	2.6	2.2	7.5	7.1
50,000 to 500,000.....	4.2	4.1	2.5	2.0	2.6	2.6	8.0	7.5
500,000 and over.....	4.6	4.7	2.6	2.0	2.5	2.5	8.4	7.9

- Continued

Table 29.--Processed and Cottage Cheese: Household purchases per 1,000 capita, percentage of all families buying, average price paid per unit, and purchases and volume per buying family, by types, by size of community, April-September, 1954, and 1955 (Continued)

Size of community	Volume per buying family							
	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Farm.....	2.7	3.3	3.8	3.1	2.3	3.3	6.4	7.2
Under 2,500.....	2.5	2.6	3.1	2.5	1.9	2.5	6.9	7.3
2,500 to 50,000.....	2.7	2.5	3.4	2.3	2.1	2.0	7.3	7.2
50,000 to 500,000.....	2.7	2.6	3.4	2.7	2.1	2.4	8.0	7.7
500,000 and over.....	2.8	2.8	3.3	2.8	1.6	1.8	7.8	7.4

Table 30.--Processed and Cottage Cheese: Household purchases per 1,000 capita, percentage of all families buying, average price paid per unit, and purchases and volume per buying family, by types, by United States Regions, April-September, 1954, and 1955

United States and Regions	Purchases per 1,000 capita							
	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955	Apr.-Sept.: 1954	Apr.-Sept.: 1955
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States.....	426	379	354	195	234	259	1,420	1,386
Northeast.....	612	538	390	217	202	230	1,330	1,240
North Central.....	375	312	425	214	334	373	1,849	1,789
South.....	308	281	193	105	111	142	515	515
Mountain-Southwest.....	409	369	335	130	264	311	1,274	1,267
Pacific.....	371	381	466	372	300	244	2,757	2,878
	Percentage of all families buying							
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	51.5	45.5	34.4	23.6	40.1	37.9	61.2	60.7
Northeast.....	63.7	55.9	38.2	25.4	39.8	38.2	60.9	60.2
North Central.....	48.6	41.4	40.6	28.5	47.7	46.2	72.9	73.6
South.....	44.6	37.3	21.1	13.5	25.7	25.1	31.9	31.3
Mountain-Southwest.....	48.2	47.7	33.3	17.9	39.9	37.8	61.0	57.4
Pacific.....	49.9	47.1	36.7	31.5	47.6	40.1	84.9	85.5
	Average price paid per unit							
	Pound : Cents	Pound : Cents	Pound : Cents	Pound : Cents	Pound : Cents	Pound : Cents	12 oz. : Cents	12 oz. : Cents
United States.....	60.9	60.5	46.1	44.4	53.4	50.3	21.1	21.1
Northeast.....	61.0	60.4	47.1	45.1	59.0	54.6	21.9	22.1
North Central.....	61.1	60.5	45.4	44.7	48.7	46.8	20.1	20.1
South.....	59.6	59.9	46.7	44.7	58.0	51.0	21.5	21.8
Mountain-Southwest.....	61.5	60.4	48.0	46.4	49.5	47.1	21.7	21.5
Pacific.....	61.9	61.6	43.6	41.8	57.7	57.9	21.5	21.4
	Purchases per buying family							
	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	4.1	4.2	2.4	1.9	2.5	2.4	7.8	7.5
Northeast.....	5.0	5.1	2.6	2.0	2.6	2.5	7.7	7.5
North Central.....	3.7	3.7	2.4	1.8	2.4	2.4	7.9	7.3
South.....	3.7	4.2	2.5	2.0	2.4	2.4	6.3	6.6
Mountain-Southwest.....	3.7	3.4	2.3	1.7	2.4	2.4	6.9	6.8
Pacific.....	3.0	3.4	2.3	2.0	2.7	2.5	9.6	9.4
	Volume per buying family							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States.....	2.7	2.8	3.4	2.8	1.9	2.3	7.7	7.6
Northeast.....	3.1	3.1	3.3	2.8	1.6	2.0	7.0	6.7
North Central.....	2.5	2.4	3.4	2.4	2.3	2.6	8.2	7.8
South.....	2.6	2.9	3.4	3.0	1.6	2.2	6.1	6.4
Mountain-Southwest.....	2.8	2.5	3.3	2.4	2.2	2.7	6.8	7.2
Pacific.....	2.2	2.4	3.7	3.4	1.8	1.8	9.6	9.8





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